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SPEAKER BIOS

GUEST SPEAKER

JUAN ZARATE



Juan C. Zarate is a senior adviser to the Center for Strategic and International Studies (CSIS), the senior national security consultant and analyst for CBS News, and a former deputy assistant to the president and deputy national security adviser. He advises companies and organizations on national, homeland, and finance-related security, technologies, and investments. He sits on the Board of Advisors for the director of the National Counterterrorism Center, the Board of Advisors for Regulatory DataCorp, and the Board of Directors for American Charities for Palestine.

Mr. Zarate served as the deputy assistant to the president and deputy national security adviser for combating terrorism from 2005 to 2009. In this role, he was responsible for developing and overseeing the effective implementation of the U.S. government's counterterrorism strategy. He was also responsible

for overseeing all policies related to transnational security threats, including counternarcotics, maritime security, hostages, international organized crime, money laundering, and critical energy infrastructure protection. Prior to joining the National Security Council, Mr. Zarate served as the first assistant secretary of the treasury for terrorist financing and financial crimes, where he led the Treasury Department's domestic and international efforts to attack terrorist financing, build comprehensive anti-money-laundering systems, and expand the use of the department's powers to advance national security interests. He also led the U.S. government's global efforts to hunt for Saddam Hussein's assets, resulting in the return of over \$3 billion of Iraqi assets from the U.S. and around the world. Mr. Zarate served at the Treasury Department from 2001 to 2005, where he received the Treasury Medal. Prior to working at the Treasury Department, he served as a prosecutor in the Department of Justice's Terrorism and Violent Crime Section, where he worked on terrorism cases, including the USS *Cole* investigation. He previously worked as a federal law clerk for Chief Judge Judith Keep in the Southern District of California. Mr. Zarate is a magna cum laude graduate of Harvard University and a cum laude graduate of the Harvard Law School. He studied as a Rotary International Fellow at the Universidad de Salamanca, Spain. A noted commentator on national security issues, with a weekly show for CBS News called "Flash Points," Mr. Zarate is a recognized author with several publications, including "Harnessing the Financial Furies: Smart Financial Power and National Security," *Washington Quarterly* (October 2009); "The Emergence of a New Dog of War: Private International Security Companies, International Law, and the New World Disorder," *Stanford Journal of International Law* (Winter 1998); and *Forging Democracy: A Comparative Study of the Effects of U.S. Foreign Policy on Central American Democratization* (University Press of America, 1994).

BREAKOUT SESSION SPEAKERS

SCOTT ANDREWS

Introduced to photography in Boy Scouts, Scott Andrews studied photogrammetry while majoring in biology. He became interested in using photography to document fieldwork, and an internship for the U.S. government strengthened his experience with numerous projects involving conventional, and IR photography.

While pursuing an advanced degree, he worked for the Associated Press, primarily at the Kennedy Space Center, which led to the development of a portable remote camera triggering system that was adopted by several news agencies and the U.S. government. In 1984, he joined the technical staff at Nikon. In Washington, D.C., he managed the Nikon Professional Services office where he worked closely with the Washington press corps and the U.S. Government in introducing new products and helping R&D gather ideas for new products. He also worked very closely with NASA in the documenting the space shuttle and the evolution of the



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International Space Station, both in the United States and in Russia. He continued to develop ways of using remote photography; that is mounting cameras in or on hazardous areas (aircraft, boats, etc) or areas where detection or threat is possible. He has also worked with National Geographic, in developing devices for special projects such as animal traps, and the U.S. government, and many media outlets, acting as a consultant to many events such as presidential inaugurations, political conventions, Senate hearings, space launches, and sporting events.

He now works for Canon, exploring new challenges in documenting the world. He is located in Washington, D.C., and still works closely with the U.S. government and the journalism community with an expanded agenda as he concentrates on exploiting the dual capabilities of imaging products in recording both still and video imagery.

GAL BORENSTEIN, THE BORENSTEIN GROUP, PRESIDENT & CEO

Mr. Gal Borenstein has more than 22 years of experience in marketing, public relations, and strategic planning. He founded The Borenstein Group in 1994 with the mission of creating a marketing services agency that fuses strong creativity with metric-driven strategy to better serve the needs of Business-to-Business and Business-to-Government organizations and companies. A vocal advocate of return on investment marketing, Mr. Borenstein continues to promote awareness of intelligent planning and smart communications across the industry as a recognized thought leader and active public speaker. Mr. Borenstein has recently published his first business leadership book "What Really Counts for CEOs." He has recently appeared as guest commentator on CNN and Fox Business News on Strategic Marketing & Branding Issues. Mr. Borenstein has earned his Bachelor's degree in Communications from Temple University in Philadelphia, Pennsylvania and his Master's degree with honors in Business and Telecommunications Management from George Mason University in Fairfax, Va.

ARMY LT. GEN. (RET.) STEVEN BOUTELLE

Steven Boutelle is Vice President of the Global Government Solutions Group at Cisco, where he leads a business development team that advises government customers on business practices and technology solutions. Boutelle's team focuses on defense, space and intelligence markets.

Before joining Cisco, Boutelle served as the Chief Information Officer of the U.S. Army, responsible for the Army's worldwide use of information technology. He introduced converged voice, data, and video to the Army, building an enhanced network infrastructure to serve 1.9 million users. He established the Army Knowledge Online portal and the Defense Knowledge Online portal to provide streamlined access to content for 6 million defense users. Through an IT portfolio management program, he reduced the costs of IT systems and applications by half.

Boutelle is a recognized leader, technology evangelist, and mentor. His career in the U.S. Army is marked by a consistent record of adopting new technologies and streamlining processes to improve productivity and enhance collaboration. He led the U.S. Federal Government in implementing "Secure Network Logon," with 98 percent of 1.2 million Army users adopting Common Access Cards. He also led compliance with U.S. Office of Management Budget criteria and President's Management Agenda, with 100 percent compliance for two years.

As a teacher and mentor, Boutelle expanded the Army's education program to incorporate the latest Internet and convergence technologies. He has personally instructed and mentored more than 350 admirals, generals, and senior civilians in networks, communications, web technologies, and information assurance.

Boutelle was named a "Top 100 CIO" by Federal Computer Week in 2006, received the "North American Leadership Award" by Armed Forces Communication and Electronics Association — Rocky Mountains in 2006, and was named "US Department of Defense Executive of the Year" by Government Computer News in 2005.



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Boutelle has served in several leadership positions in the U.S. Army, including Director of Information, Operations, Networks and Space; Program Executive Officer of Command, Control and Communications Systems; and Joint Chiefs of Staff Project Manager — Communications Systems. He retired from the U.S. Army at lieutenant general rank. Boutelle serves on several boards, including the Defense Science Board (DSB) Task Force for Interoperability, the National Science Center, PacStar, ThreatMetrix and he is an outside director of Finmeccanica DRS. He is also a member of Business Executives for National Security (BENS).

Boutelle holds a Bachelor of Arts degree in Business from the University of Puget Sound, Tacoma, Wash., and a Master's in Business Administration from Marymount University in Arlington, Va. He received an honorary doctorate of law from the University of Puget Sound. He is also a graduate of the Army's Senior Service College and the U.S. Department of Defense System Management College.

JASON CRANFORD TEAGUE

Jason helps people apply technology in creative ways to build a positive future. He has been at the forefront of web design for more than 17 years as a designer, writer and teacher, recently taking over as the Director of User Effects for Forum One (www.forumone.com), an interactive agency with clients that include the Environmental Protection Agency, The Aspen Ideas Festival, and The Robert Woods Johnson Foundation.

As well as being a regular contributor to Wired's GeekDad blog (www.geekdad.com), Jason is also a writer and author, with over a dozen books dealing with a wide-range of digital media topics. His recent books include *CSS3 Visual Quickstart* (Peachpit Press), *Fluid Web Typography* (New Riders) and *Speaking in Styles: The Fundamentals of CSS for Web Designers* (New Riders: Voices That Matter).

Jason has been training and speaking for more than 10 years at some of the leading events in digital media including SxSW (2009 & 2010), Voices That Matter (2008, 2009, & 2010), WebVisions (2009 & 2011), WebDirections USA, and Next 10.

Jason has worked with the W3C CSS Workgroup, Yuri's Night: The World Space Party, and was the Director of Web Design Standards for AOL. He recently served as the Senior Design Manager for Marriott International eCommerce, where he helped relaunch marriott.com, the 7th largest eCommerce site on the Web.

Read more about Jason on his blog jasonspeaking.com.

TRIP GOTELLI

Trip Gotelli is a Senior Business Development Manager for Professional Video at Adobe Systems. With more than 21 years of experience in computer graphics and video at companies such as Radius, Matrox, Integrated Computing Engines, and TM Television, he is passionate about sharing technology that empowers organizations and individuals to communicate with more audiences. For Adobe, he often presents Adobe video technology solutions at customer/industry events and advocates for the features and video workflows most important to government/public sector customers.

RUSSELL HODGE

Russ Hodge is Executive Producer and Founder of 3 Roads Communications, Inc. Mr. Hodge has created and produced hundreds of hours of network television for domestic and international distribution. He recently served an appointment as Director of Television for the Voice of America, a position that was created for his unique talents and experiences. He is the Creator and Executive Producer of *The Truth About Money With Ric Edelman*, a series of twenty-six programs currently broadcast on more than 250 public TV stations nationwide.

Mr. Hodge is an Emmy Award-winning producer with more than two decades experience in news, public affairs and documentary production and programming. His credits include projects for HBO, PBS, NBC, CNBC, CBS, Fox and Comedy Central. Mr. Hodge has produced hundreds of hours of television programming for Network, Cable and Public Television, and numerous foreign



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broadcasters. He is best known for launching and producing some of television's most innovative and successful news discussion shows including, Fox News Sunday, and Off the Record for Fox, Politically Incorrect for Comedy Central, The McLaughlin Group for CNBC, Legends of Airpower for Public Television and Discovery Networks, and Frontiers of Medicine, Celebrate Freedom, Unspoiled Planet and For the Love of Their Brother for public television and international distribution.

Mr. Hodge began his career as a producer at WNBC Radio and TV in New York City. He then moved to Oliver Productions in Washington, D.C., where for three years he produced John McLaughlin's One on One program and The McLaughlin Group. Mr. Hodge also created, and was the Senior Producer for Mr. McLaughlin's nightly CNBC talk show. Fox TV then hired Mr. Hodge to be the creator and producer of their young-skewing political talk show, Off the Record, which launched the careers of, among others, Susan Molinari and Tony Snow. Mr. Hodge won an Emmy Award for Off the Record. He has been a producer/consultant to Politically Incorrect for Comedy Central, to Fox News Sunday and to the Fox News Channel. His other clients have included CBS News and the America's Voice cable network.

Mr. Hodge was Director of Special Communications Projects for the Bush-Quayle Campaign in 1992. Working for the International Foundation for Electoral Systems and for the International Republican Institute, he developed and produced political talk shows on-site in Moscow and Kiev that targeted younger viewers. He has produced television programs in international locales ranging from Pakistan, Costa Rica, South Africa, London and Moscow. Before being named to his post at VOA, Mr. Hodge consulted with Voice of America to launch successful television programming for their Persian, Mandarin, Ukrainian, and Indonesian Services. The New York Times praised News and Views, a Persian Service offering that Mr. Hodge helped to launch. And Congressional Quarterly recently wrote that News and Views "delivers a fast-paced news report with production values that rival top-rated U.S. shows."

Mr. Hodge established 3 Roads Communications in 1994. With a dynamic creative team, 3 Roads has produced dozens of hours of awards-winning programs. Legends of Airpower is a biography-style series of 52 episodes detailing the life and times of America's greatest aviators. Legends of Airpower is broadcast on more than 250 public TV stations, on the Discovery Military Channel, and around the world on AFRTS. Frontiers of Medicine, a series of 39 episodes detailing the latest developments in hi-tech medicine, was broadcast on more than 200 public TV stations and in two dozen countries around the world. It is now on iVillage's start up network, the Hospital Channel. The award-winning documentary, The Gift of Life, tells the story of a remarkable program to save the lives of critically ill children from third-world countries. New television programs in production and/or distribution, include Celebrate Freedom, a thirty minute public television program featuring one of America's best small town air shows; Unspoiled Planet, 13 episodes about the most pristine environmental spots on the globe, which is in international distribution, and For The Love Of Their Brother, a heart-warming documentary about the struggles and triumphs of the Siller family after the death of their brother, Stephen Siller, a New York City Firefighter whose life was cut short on September 11th.

Mr. Hodge has been widely acclaimed by industry colleagues. He is recognized for his outstanding productions with more than three dozen awards, including an Emmy, Cable ACE, Telly, Aurora, Addy, Communicator, Aegis and several other broadcasting awards. A recognized expert in entertainment and media business practices, Mr. Hodge has been invited to speak at the American University School of Communication, and The Harvard Business School. He is also a regular Guest Host for NewsBeat on Radio America.

ALEX LINDSAY

Alex Lindsay has been working in computer graphics and video production for over 20 years. Starting in Programming and Computer Aided Drafting, Alex has worked in print, games, interactive, broadcast, and film. He spent 3 years working at Lucasfilm and Industrial Light and Magic on "Star Wars: Episode 1" before starting his own companies, dvGarage and the Pixel Corps. dvGarage builds tools for the Visual Effects community. In addition to training, the Pixel Corps produces web content for a variety of corporations and agencies.



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JEFF MEEKER

Founder of Simulistic, a business focused on 3D tools that's involved with training, consulting and sales of 3D Computer Graphics tools. Simulistic was started in March of 2002. The customers they deal with are in the industries of games, government, government contracting, post production, and engineering. In addition to helping customers choose the correct 3D tools for their projects, Jeff does frequent custom training for many government agencies to create 3D content for a variety of uses.

Prior to starting Simulistic, Jeff was a senior application engineer at Alias Wavefront from 1995-2002, focused early on with the tool set of Power Animator, then Maya, starting with it when it was first in early Alpha development. Jeff's been involved in the use of 3D software tools since 1984, and has extensive background in the CAD/CAE (computer aided design and computer aided engineering) industries. Jeff conducts frequently asked to speak about developments in 3D Media and Entertainment software technology. He has a BS in Mechanical Engineering, and a MS in Structural Dynamics.

CHRISTIAN MALONE

For more than a decade, Christian has assisted in the design and integration of digital video solutions. While building the ProVideo/Film Team within Chesapeake Systems or Apple's national Broadcast Integrator Program, Christian works with indie, film, corporate, government, and broadcast television clients to solve their most complicated workflow issues. Outside of work he enjoys kite boarding in the Chesapeake Bay and making his wife and son laugh at least once a day.

ERIC MEYER

Eric Meyer has been working with the web since late 1993 and is an internationally recognized expert on the subjects of HTML, CSS, and web standards. A widely read author, he is the founder of *Complex Spiral Consulting*, which counts a wide-variety of corporations, educational institutions, and government agencies among its clients and is, along with Jeffrey Zeldman, the co-founder of *An Event Apart*.

Beginning in early 1994, Eric was the visual designer and campus web coordinator for the Case Western Reserve University website, where he also authored a widely acclaimed series of HTML tutorials and was project coordinator for the online version of the *Encyclopedia of Cleveland History* combined with the *Dictionary of Cleveland Biography*, the first example of an encyclopedia of urban history being fully and freely published on the web.

Author of Eric Meyer on *CSS and More Eric Meyer on CSS* (New Riders), *Cascading Style Sheets: The Definitive Guide* (O'Reilly & Associates), *CSS2.0 Programmer's Reference* (Osborne/McGraw-Hill), and *CSS Web Site Design* (Peachpit) as well as numerous articles for the O'Reilly Network, Web Techniques, Web Review, and A List Apart, Eric also created the classic CSS Browser Compatibility Charts (a.k.a. "The Mastergrid") and coordinated the authoring and creation of the W3C's first official CSS Test Suite. He has conducted customized training for a wide variety of organizations and has delivered addresses and technical presentations at numerous conferences such as the IW3C2 WWW series, Web Design World, SXSW, Web 2.0 Expo, the inaugural Build Conference, and many more. In 2006, he was inducted into the International Academy of Digital Arts and Sciences for "international recognition on the topics of HTML and CSS" and helping to "inform excellence and efficiency on the Web."

In his personal time, Eric acts as List Chaperone of the highly active css-discuss mailing list, which he co-founded with John Allsopp of Western Civilisation and is now supported by evolt.org. Eric lives with his wife and daughters in Cleveland Heights, Ohio, which is a much nicer city than you've been led to believe. He enjoys a good meal whenever he can and considers almost every form of music to be worthwhile.

KIM PLYLER, THE BORENSTEIN GROUP, VICE PRESIDENT, GOVERNMENT COMMUNICATIONS PROGRAMS

A proven public relations, marketing and media communications professional with 25 years of experience in news media, strategic marketing/communications, and government public affairs, Kim Plyler has an extensive background in federal government media



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communications. Kim worked in the Pentagon as public affairs officer for the Department of Defense specializing in the Department of the Navy's Chief Information Office (DONCIO). Prior to DONCIO, Kim was the director of public relations and communications for the Department of the Navy's Smart Card Technology office. Her strategic communication skills assisted in implementing smart card technology throughout the Navy and the Department of Defense. She worked closely across federal government agencies to ensure the success and acceptance of the smart card as the government identification card. She handled consistent media messaging, tracking and analyzing for the DON in conjunction with State Department, Department of Interior and the General Services Administration. Kim is a graduate of DeSales University where she earned her B.A. degree in theatre and speech communication. Kim received her Journalism degree while studying abroad with the United States Navy and completing the Defense Information School (DINFOS) formerly at Fort Benjamin Harris in Indiana.

MARTIN RINGLEIN

Martin Ringlein is a veteran web designer, creative director & passionate entrepreneur. Striving to bring together creativity and innovation, Martin has coined himself a business-oriented-designer. His enthusiasm for design is complemented by his progressive web-standards and industry best-practices mentality. Martin is currently co-founder and Director of User-Experience at nclud, a creative web design agency in Washington, D.C.

Martin has extensive experience building and managing web teams; creating innovation through design by advocating best practices in usability, accessibility and user-experience design complimented with semantic and extensible standards based development. Martin has led and contributed to the mobile creative strategy efforts for many organizations including The Washington Post, POLITICO, Kiplinger, Oracle, Apple, Mashable, The National Journal and Mozilla to name a few.

NOAH SCALIN

Noah Scalin is a Richmond, Va., based artist/designer and creator of the Webby award-winning daily art project Skull-A-Day. His fine art has been exhibited in museums and galleries internationally, including the Mutter Museum in Philadelphia and the International Museum of Surgical Science in Chicago. Noah also founded the internationally recognized, socially conscious design and consulting firm Another Limited Rebellion. In addition, Noah teaches a course on socially conscious design at Virginia Commonwealth University. His first book, *Skulls*, was honored by the New York Public Library, named a "Top Ten Quick Pick for Reluctant Teen Readers" by the Young Adult Library Services Association, and was featured on The Martha Stewart Show. His latest book, *365: A Daily Creativity Journal*, is designed to help people reap the benefits of making a yearlong daily project. His next book *Unstuck: 52 Ways To Get (and Keep) Your Creativity Flowing*, will be published this November by Voyageur Press.

JERRY SILVERMAN

Jerry Silverman is a Senior Solutions Engineer at Adobe Systems. With more than a decade of experience producing applications and videos for a diverse body of corporate, broadcast, retail, e-learning and sales training companies, Jerry is currently an evangelist and instructor of Adobe's desktop creative tools, sharing his expertise and passion for technology with knowledge workers and educators across North America. He is a frequent presenter at Adobe customer events and industry conferences, offering demonstrations and tutorials to designers, developers, IT managers, and professional trainers and coaches.

KATE WALSER

Kate Walser is the Senior User Experience Designer and Social Media Strategist for CX Insights of Centreville, Va. With more than 13 years experience working with commercial and public sector enterprises creating award-winning websites, she was chosen to represent a Federal Advisory Committee on refreshing 508 Compliance standards, and has a unique combination of technical, business, and analytical expertise which includes social media, Web 2.0, rich Internet applications, information security, and mobile computing.



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JEFF WARD

Jeff Ward is a seasoned IT consultant with more than 20 years of professional experience high-level IT project management, website and intranet redesigns, and IT strategy consulting. Jeff has extensive experience envisioning and implementing creative solutions to organizational challenges. Jeff is a Certified Scrum Master and a past presenter at Agile Conferences. He is co-author of several whitepapers and published articles on various strategic technology topics, including Strategic Considerations for Mobile SharePoint. He has a degree in Aerospace Engineering from the University of Maryland. He is a Managing Director for Portal Solutions, a multiple Microsoft Gold Competency partner specializing in SharePoint-based advisory, implementation and management services.

LUISA WINTERS

Luisa Winters is an internationally celebrated instructor, presenter, and musician. An accomplished videographer, editor, 3D animator and graphics designer, she has created and edited scores of broadcast video and web projects for corporate, government, and educational, commercial and private clients. An accomplished violinist, Luisa was, at the age of 13, a full-time member of the National Symphony Orchestra in the Dominican Republic. While attending the legendary Peabody Conservatory (in Baltimore, Md.), Luisa learned from master musicians: Henryk Szeryng, Berl Senofski, Aarond Rosand, Charles Libove, and Leon Fleisher, among others. Expressing her art in digital form, Luisa became an editor and motion graphics artist in 1985, and has been performing both arts full-time since that point in time. Luisa was the Adobe Premiere Pro Technical Chair for the Post-Production Conference at the 2008 NAB convention in Las Vegas. She is a frequent speaker at NAB, IBC, GVE, IBC, PPC, and others